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### Viva Las Vegas (Lights)!

MARY BETH SEWALD PRESIDENT & CEO



T

his month, the Las Vegas Lights FC will begin play on their inaugural season. It is an exciting time for the community, and I am thrilled not only to have the Lights as proud members of the Metro Chamber, but to have them as neighbors right here in Downtown Las Vegas.

With an international following, a deeply local connection to players, ticketholders, and even their logo, the Las Vegas Lights are creating new opportunities for our community to collaborate, celebrate, and continue to establish Las Vegas as the place to live, work, and visit. When the Lights take the field for the first time this month at Cashman Field, they bring with them myriad new potential economic opportunities: international soccer matches, business-to-business collaborations from our Downtown core and other local-based organizations, and an appeal to new and diverse audiences, both in our community and from afar. The team encompasses the energy, excitement, and diversity of our community, and I'm excited for them to take the field.

It's the same energy and enthusiasm that I have when I meet and speak with you, our members. Last month, I spoke with several of our members on the Chamber Call, and I continue to meet with you and our community partners to see how we can continue the forward momentum of our region. From the Metro Chamber's efforts on the local, state, and federal governments to the collaborative efforts we undertake to put into place new strategies and bold visions for our future, this is an exciting time to be part of the Metro Chamber.

As I mentioned on the Chamber Call, and during myriad events and in meetings with our members, please reach out to me at any time with your feedback and how we can maximize your membership within the Metro Chamber. Whether it is an event, an educational topic, a policy issue, or a new benefit, we want to hear from you. Likewise, if you have a success story, we want to hear it and share it with your fellow members! You can reach me directly at mbsewald@lvchamber.com.

The Lights' motto is, "By Las Vegas, for Las Vegas, and of Las Vegas." As you'll read in this month's cover story, it is easy to see why. We look forward to hearing of their successes as they square off in their home opener against Reno – the spark to begin the competitive flame. Viva Lights!

"...the Las Vegas Lights are creating new opportunities for our community to collaborate, celebrate, and continue to establish Las Vegas as the place to live, work, and visit..."





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The Business Voice is a member newsletter of the Las Vegas Metro Chamber of Commerce. The Las Vegas Metro Chamber of Commerce welcomes input, ideas and suggestions from our members. As with any periodical, we must adhere to strict deadlines and we reserve the right to edit all materials submitted for publication. Commentaries that are marked as such do not necessarily reflect the opinion or position of the Chamber, its trustees or employees. The Chamber cannot guarantee the validity or accuracy of the contents of paid advertisements. Questions or concerns about content of the *Business Voice* can be addressed to Vice President of Marketing, Las Vegas Metro Chamber of Commerce, 575 Symphony Park Avenue, Suite 100, Las Vegas, NV 89106.

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# LIGHTING UP LAS VEGASI PROFESSIONAL SOCCER DEBUTS DOWNTOWN













# Chamber News



# Early Childhood Education Takes Center Stage at Special **Eggs & Issues**

American businesses are facing critical shortages in workforce, and while steps are being taken in the K-12 and higher education sectors, the importance of early childhood education also plays a pivotal role in addressing the gap. Join the Metro Chamber, Leadership Foundation of Greater Las Vegas, and the U.S. Chamber of Commerce Foundation for a special Eggs & Issues, where the economic case for high-quality early childhood education will be highlighted. Lucy Davidson, program manager, and Caitlin Codella, senior director of policy & programs with the U.S. Chamber of Commerce Foundation Center for Education and Workforce, will present their research on why this is an issue that matters to the business community, the evidence behind it, the ROI of quality early childhood education programs, and ways the business community can get involved. Eggs & Issues will be held Thursday, February 8, at The Smith Center for the Performing Arts Troesh Studio Theater, from 8:00 - 9:30 a.m. Tickets are \$40 for Chamber members and \$55 for general registration. For more information and to register, visit LVChamber.com.

### Applications for Leadership Las Vegas, Leadership Advance Now Open

Applications are now open for the Leadership Las Vegas and Leadership Advance, Classes of 2019. Leadership Las Vegas is the premier executive development program in Southern Nevada that gives participants an opportunity to learn about the inner workings of the Las Vegas Valley, enhance their leadership skills, and join a network of leaders dedicated to improving our community. Leadership Advance, built upon the foundation of Leadership North Las Vegas, is specifically tailored to emerging leaders, giving them skill-based leadership training in addition to in-depth community education. For more information on Leadership Las Vegas and Leadership Advance, application materials, deadlines, and costs, visit leadership.vegas.

### **Focus Las Vegas** Talks Reducing Recidivism

Recidivism - the tendency of a convicted criminal to reoffend - is a major concern regarding the criminal justice system nationwide. During the next Focus Las Vegas, a dynamic panel will tackle the subject of recidivism in the Southern Nevada community, criminal rehabilitation, how recidivism affects our community, why Las Vegas' recidivism rate has increased, prison overcrowding, and how to promote workforce strategies for reintegrating ex-offenders. Focus Las Vegas, a program of the Leadership Foundation of Greater Las Vegas, is a mini-seminar series on timely community issues where expert presenters and panelists share their perspectives and answer questions to help leaders stay informed and meaningfully engaged on subjects impacting Las Vegas. This session of Focus Las Vegas will be Thursday, February 15, from 7:30 - 9:30 a.m. at Workforce CONNECTIONS, 6330 W. Charleston Blvd. For more information and to register, visit LVChamber.com.

# Share the Love of Networking at 2018's First Morning Mingle

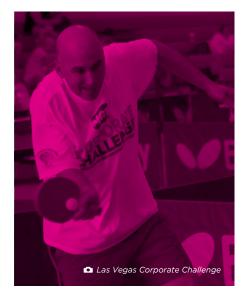
Morning Mingle, one of the Metro Chamber's most popular events, returns for 2018 to "share the love of networking," February 13, from 7:30 – 9:30 a.m., at Assistance League. Members will have the opportunity to introduce themselves and their business, build a rapport with one another, make connections, and become more plugged in as part of the Metro Chamber's member network. Following the program, attendees will have the opportunity to learn more about the Assistance League, its role in Southern Nevada, and how its programs impact children and families. For more information and to register, visit LyChamber.com.

# **Chamber University:**Class in Session

The Spring 2018 Chamber University semester kicks off Friday, February 2. Chamber University is the Metro Chamber's free webinar series aimed at highlighting the resources and information Chamber members and business owners need to know to succeed. Throughout the month of February, tune in to Chamber University to hear from Chamber member businesses about the information you, as a Chamber member, need to know to grow and thrive. February's webinars include Branding your Business, Drug Testing Basics, and Online Reputation Management. For more information about Chamber University, visit LVChamber.com or call 702.641.5822.



# News You Need



### Las Vegas **Corporate Challenge** Celebrates 33 Years of Teamwork, Community Pride, and Wellness!

The annual Corporate Challenge from the City of Las Vegas begins in early March, and there is still time for teams to sign up. The Challenge brings the spirit of the Olympics to a local and more intimate playing field, with the City of Las Vegas offering 40 different events throughout the Valley during the 11-week Challenge period, including basketball, bocce, golf, poker, tennis, softball, and volleyball. Companies are divided into three categories based on number of employees. In addition to promoting wellness initiatives, teamwork, and morale, the Corporate Challenge is also a cost-effective marketing tool to promote local businesses. Registration is due no later than February 9. For more information on having your organization participate, visit lasvegasnevada.gov or call 702.229.6706.

# Clark County Offers Free Legal Education Classes

The Clark County Law Library and the Nevada Legal Services are partnering to offer a full schedule of free legal education classes to the public now through April 2018. Some of the classes offered include criminal records sealing and civil rights restoration, basics of lawsuits and legal research, unemployment law, estate planning, and tenant's rights. You must be a Clark County resident to attend these information seminars, as most of the classes are governed by state laws and may not apply to out-of-state residents. All classes are held at the Clark County Law Library. For more information and a list of available classes, visit clarkcountynv.gov.

# Nevada Department of Business & Industry Debuts Interactive Guide for Starting a Business

The Nevada Department of Business & Industry recently introduced an interactive guide for starting a business in Nevada. Available at business. nv.gov, the document provides a roadmap, resources, and links to external organizations on topics from business planning to funding, marketing, tax responsibility, hiring, and networking. For more information on the guide, contact the Department at 702.486.2750.

# **U.S. Chamber** Sets 2018 Agenda

U.S. Chamber of Commerce President and CEO Thomas J. Donahue outlined the top challenges facing the national business community and the Chamber's policy priorities for 2018 at the 2018 State of American Business program. Donahue outlined the Chamber's plans to drive the coming policy debates, spur faster economic growth, and boost wages for every American, Some of the priorities outlined include building the workforce of the future, embracing technology in our economy, modernizing and expanding infrastructure, fueling business growth, and reasserting American leadership in the world. For a full list of the U.S. Chamber's 2018 Agenda, as well as a transcript of Donahue's remarks, visit uschamber.com.

# For Your Benefit

# Significant Savings for **Microsoft Office 365** – Exclusively for Metro Chamber Members!

Today's workforce is on the go. They need access to be productive wherever they are – at home, in the office, at a coffee shop, or waiting for their next appointment. Recognizing that, the Metro Chamber, in partnership with NetEffect, offers members an exclusive offer for Microsoft Office 365. Most sought after for its business-class hosted email services, Office 365 also includes Word, Excel, PowerPoint, and Outlook. Office 365 provides a comprehensive suite of cloud-based productivity platforms business professionals know and use, along with secure, cloud-connected tools that can help members communicate and get more done.

Metro Chamber members receive a 10 percent discount on the Microsoft Office 365 subscription fees for 12 months. Members can choose from different Office 365 packages that best suit their business needs, and select the number of licenses they need for their business. In addition to the Microsoft Office suite of applications, Office 365 also includes

online meetings and conferencing capabilities, file storage and sharing through OneDrive for Business, and a financially-backed 99.9 percent uptime guarantee. Through NetEffect, business owners can also get assistance migrating to Office 365 at a 10 percent discount, as well, making the transition even more simplified. Some conditions apply.

For more information on taking advantage of this new member-exclusive benefit and enhancing your business' productivity, visit LVChamber.com or call 702.641.5822.



# Your scene | You're seen



Chamber President and CEO Mary Beth Sewald dove right in after taking the reins of the organization in mid-December. Sewald was sworn in as a member of the Las Vegas Convention and Visitors Authority Board of Directors, as well as participated in the groundbreaking of the Las Vegas Convention Center expansion. In addition, Sewald also met with several elected officials on priorities for the business community. *Photo credit: Las Vegas News Bureau* 



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# Working For You

### GOVERNMENT AFFAIRS AND PUBLIC POLICY



### FAQS FOR THE 2018 ELECTIONS

As campaign season gets underway, the Metro Chamber has assembled a few frequently asked questions regarding how to be involved and engaged:

### Q: When is candidate filing?

A: Individuals can file for office between March 5-16.

### Q: What days are the primary election and general election?

A: Primary Election Day is June 12 and General Election Day is November 6.

# Q: Will the Metro Chamber be making endorsements for the election cycle?

A: Yes, the Government Affairs Committee will be interviewing and making possible endorsements for candidates for State Constitutional Offices, State Senate, State Assembly, Nevada Board of Regents, Clark County Board of School Trustees, Clark County Commission, and Sheriff. The Metro Chamber has historically not made endorsements for federal races such as U.S. Senate and House of Representatives.

### Q: When will the Metro Chamber endorsements be released?

A: It is expected that the Committee will be releasing endorsements in phases between April and September.

# Q: Who makes the decision to endorse and issue contributions on behalf of the Metro Chamber?

A: The Government Affairs
Committee makes decisions
regarding endorsements
of candidates and political
contributions. Legislative and
policy priorities are developed by
its Government Affairs Committee.
This is a group of 30 Metro Chamber
members who analyze issues and
make determinations that guide
the Metro Chamber's positioning

on matters to promote fiscal responsibility at the state and local government levels, improve our education system, and strengthen the business environment and economy in Southern Nevada. The list of Committee members is available at LVChamber.com

# Q: If I am interested in running for office, can I meet with someone from the Metro Chamber?

A: Yes, if you a member of the Chamber and interested in running for office the Metro Chamber's government affairs department will meet with you. You can call 702.641.5822 and ask to speak to Paul Moradkhan or Justin Harrison.

# Q: Am I allowed to campaign at Chamber events if I am running for office?

A: Unfortunately, we do not permit candidates to campaign or distribute materials at Chamber events.



# CONTRIBUTE TO BIZPAC TODAY

As an employer and job creator, you know first-hand how legislation and regulations can impact your business. That's why the Las Vegas Metro Chamber of Commerce stands up for you every day at all levels of government. In doing so, the Metro Chamber relies upon BizPAC, its bipartisan political action committee, to make sure it has the necessary resources to ensure your voice is heard.

As the Metro Chamber looks towards the challenges of the 2018 election cycle, a well-funded BizPAC is necessary to adequately support candidates who support you: the job creators and economic drivers of our community. Through your generous support of BizPAC, the Metro Chamber has the resources to oppose burdensome regulations, unnecessary mandates, and policies that will harm Nevada's employers and hinder our business-friendly climate.

Only with your support of BizPAC can the Metro Chamber support candidates whose philosophies align with the business environment that it strives to protect and maintain. And it is only with your help that the Metro Chamber has the resources to support candidates who believe in the importance of Nevada's employers and want to work with Nevada's business community.

Please consider making a donation to BizPAC today. Every dollar that you contribute to BizPAC directly supports the Metro Chamber's local and state advocacy efforts on your behalf.

You can make a one-time donation or sign up for monthly, automatic donations. Either way, your generous support of BizPAC helps the Chamber continue fighting for you and your business, whether at City Hall or in Carson City. Candidates for local and state offices will be extensively interviewed by members of the Government Affairs Committee, and endorsements will

be made from there. Your BizPAC dollars go to supporting candidates who align with the Metro Chamber on specific issues and priorities, and who will represent the interests of the business community in their jurisdictions.

For more information on BizPAC or to make a contribution, visit LVChamber.com or call Erica Valdriz at 702.641.5822.



# LIGHTING UP LAS VEGAS!

his month, the Las
Vegas Lights FC bring
professional soccer
to the heart of Las
Vegas. As one of 33
teams in the United
Soccer League (USL),
the Lights are the latest home
team for Las Vegas, and one
that perfectly fits the energy,
excitement, and diversity of
the city.

Brett Lashbrook, founder of the Las Vegas Lights FC, has made the process of bringing the sport to Las Vegas an intensely local one. The team's philosophy is, "By Las Vegas, for Las Vegas, and of Las Vegas." Locals have played a role in everything from deciding the team's name and logo to the team dedicating spots on the team for players with local ties. Lashbrook has made Las Vegas his "adopted home town," embracing the city, its redevelopment efforts downtown, and energy of the post-recession economy to create an authentic buzz for a sport that speaks to international audiences, young people, families, businesses, and more.

The buzz continues to build as a Las Vegas soccer team becomes reality this month. The Las Vegas Lights will host three Major League Soccer (MLS) clubs at its home at Cashman Field during three consecutive weekends in February during spring training. Its regular season opener is against Fresno, and its home opener will be March 24 against the Reno 1868 FC – an opener that seems to perfectly position the Lights and spark the fires of hometown pride and competition.

Lashbrook has been involved in soccer for years, serving most recently in Orlando – a city that Las Vegas has been compared to in terms of economies and dominating industries, among other



things - and firsthand saw how a metropolitan area without soccer embraced the sport and made it a point of community pride, camaraderie, and helped further open Orlando's doors to more audiences - local, regional, national, and international. He helped Orlando secure a stadium deal to help turn its USL team into an MLS franchise, and upon his departure, left the team with 14,000 season ticket holders (there is currently a waiting list for 2018 season tickets). The team's inaugural season opened with 62,000 fans at the Citrus Bowl. And

Lashbrook is determined to bring that excitement, fan experience, and pride to Las Vegas through the Lights.

The team, Lashbrook says, is proud to play at Cashman Field. "This is a sport that thrives in the urban core," he explains, pointing to the success of Orlando, as well as Portland, Toronto, and other markets, where the international fan experience is both preserved and celebrated by playing in urban pockets of the cities. Cashman Field is, according to Lashbrook, "an intersection of neighborhoods," making

it the perfect point of convergence for soccer's multitude of fans – including families whose children have played youth soccer, young professionals who grew up playing the sport, businesses with international and multitiered audiences, and more.

Helping to drive engagement and excitement around the team was the announcement of the Lights' first head coach, José Luis Sanchéz Solá – or Chelís. Well known to the international soccer circuit, Chelís is currently an analyst on ESPN Deportes' hit daily soccer show, Fútbol Picante, and is the first head coach

# Want to be involved with the Las Vegas Lights FC as it begins its inaugural season in Downtown Las Vegas?

Visit *lasvegaslightsfc.com* for more information on season scheduling, players, and to sign up for news updates, season tickets, and information on partnerships.

to hold that position with clubs in the first and second divisions of professional soccer in the United States and Mexico. He appeals to a built-in audience of soccer enthusiasts, younger adults and emerging leaders, and an international soccer base that will help build the Lights' following as a formidable player in the major league sports scene of the Mountain West and beyond.

To help drive the authentic soccer experience home, the Lights are retrofitting Cashman Field a bit to enhance the fan experience. as well. As the seventh soccer team to play in a baseball field, the move isn't unheard of, but the Lights are taking a few extra steps to ensure that fans have more options to get closer to the team and create more opportunities for local fan experiences. The Lights, for instance, will be covering the pitcher's mound on the field for games to ensure optics for fans in the seats are ideal, and will double the onfield space currently down the 51s left field line. After the 51s

depart for their new facilities in Summerlin, the team may also entertain other amenities, such as modular suites, more concession areas, and additional bleacher seating – with no public money funding the projects.

The team also brings with it opportunities for significant economic drivers in the region. Similar to what spring training for Major League Baseball is in Phoenix, Lashbrook and the Lights envision Las Vegas as a major league training ground, prior to the regular Lights season, which takes place from March through October. He also sees the potential for international matches, given the profile of the Las Vegas brand to international audiences and the prestige of playing in Las Vegas over other U.S. cities with a soccer presence. In addition, there are opportunities for college soccer to play a role with the Lights, helping to develop fans and synergies with other major Las Vegas-identifying institutions and organizations like UNLV.

The Lights have begun forging major partnerships with other Las Vegasbased companies, including retail giant Zappos, with its worldwide headquarters just minutes away from Cashman Field, Zappos will be the Lights' exclusive jersey sponsor and e-commerce partner, in the first in a string of collaborative efforts between the Lights and the local business community. In an effort to advance youth soccer in Nevada, the Lights also entered into a strategic partnership with Nevada Youth Soccer Association





and the Nevada Adult Soccer Association to ensure that at least one roster spot each season is reserved for a player with Las Vegas roots and ties. And the Lights are delivering on that promise already, with a Lights FC Las Vegas Player Combine in December that saw more than 500 local players participate. Five local players were signed to the 2018 preseason roster as a result of that combine.

The team also just announced a community give-back program, targeted to local nonprofit initiatives and



organizations, where the team will assign promotional codes for ticket purchases, and a flat \$5 from each ticket purchase will go back to the organization or cause. The result will be a turnkey fundraising opportunity for youth sports teams, nonprofits, and other organizations that simultaneously provides an experience-based way for organizations to interface with their constituents and supporters.

As the Lights embark on introducing professional soccer to Las Vegas, they are in the mode of season tickets, information, and relevancebuilding to multiple audiences that professional soccer attracts in other markets. During the Las Vegas State of the City address in mid-January, Mayor Carolyn Goodman called out the addition of professional soccer as one of the highlights to look forward to in 2018. Holding up the signature Las Vegas Lights scarf as a show of solidarity and support, Mayor Goodman lauded the team as a symbol of the

continuing redevelopment and revitalization into the urban core of Las Vegas.

As the Lights look towards their season opener and building a fan base, they also tout the affordability of season tickets and the diverse cross-sections of the community that soccer can attract. They are looking to build partnerships within the community. They are looking to embark on a longterm plan to bring together multiple groups and people within the community, as well as its businesses, to support a sport with the potential of bringing new international audiences to Southern Nevada regularly.

Lashbrook – and with him, the Las Vegas Lights FC organization – have spent the last several months demonstrating that the Lights mean business: to Downtown Las Vegas, to locals, to travel and tourism, and to the business community. As the season opener approaches, the spotlight is on – and the Lights are ready.



re you an executive who wants to get up-to-speed on the many facets of our community? Do you have new top-level employees who need to quickly understand how Southern Nevada works? Then Access Las Vegas may be the perfect program for you.

**Access Las Vegas** is a new program designed to give senior-level executives access to the information they need to know about the community to be an effective business leader.

Access Las Vegas is a two-day program specifically tailored for senior-level executives who are new to Las Vegas or recently promoted. The program gives participants the opportunity to learn about our unique community and be knowledgeable on how Las Vegas works, develop a better understanding of the many aspects of the region, and gain insight into the challenges and opportunities for a strong future.

Through Access Las Vegas, executives will

- Learn about the economy, industry sectors, and the most critical issues facing our community
- Understand the history of the region, its governance, and milestones
- Meet community leaders and make connections to activate your personal network
- Gain insights on a wide-range of topics, including workforce, education, infrastructure, economic development, and the arts

Presenters slated to speak (as of 1/17/18) include Paul Anderson, Governor's Office of Economic Development; Chancellor Thom Reilly, Nevada System of Higher Education; Jeremy Aguero, Applied Analysis; Tina Quigley, Regional Transportation Commission of Southern Nevada; Myron Martin, The Smith Center for the Performing Arts; and Dr. Michael Green, professor of history at UNLV.

Additionally, there will be behind-the-scenes tours, and a cocktail reception where you can meet business and community leaders.

Access Las Vegas is a program of the Leadership Foundation of Greater Las Vegas, a non-profit organization affiliated with the Las Vegas Metro

Chamber of Commerce. The Leadership Foundation provides a wide range of leadership and professional development programs for Southern Nevada leaders. Its programs include Leadership Las Vegas, Leadership Advance, Focus Las Vegas, Vegas Young Professionals, and the Public Policy Leadership Series.

Access Las Vegas will take place Tuesday, March 13 and March 20, 7:30 a.m. - 6:30 p.m. The program is \$1,500 for Metro Chamber members and \$1,750 for non-members. For more information or to register, contact Cara Clarke at cara@ leadership.vegas.

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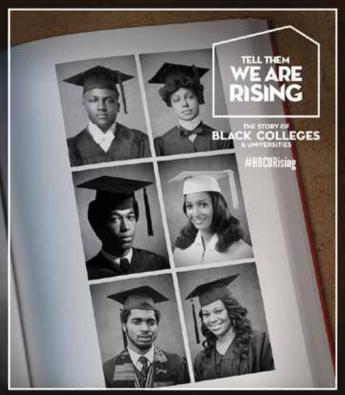
- Paul Caudill, **President and CEO of NV Energy** 



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- Brian Formisano, **Nevada Southern Regional Bank President of Wells Fargo** 





Premieres on Independent Lens on Vegas PBS Monday, February 19 at 9 p.m.









### FREE FILM **SCREENING**





Indie Lens Pop-Up, presented by ITVS, Independent Lens and Vegas PBS present a FREE Preview Screening followed by a Panel Discussion of

Tell Them We Are Rising: The Story of Black Colleges and Universities By Stanley Nelson and Marco Williams

Thursday, February 15, 2018 • 6 p.m. - 8 p.m.

Springs Preserve

Big Springs Theater in the Origen Museum 333 S Valley View Blvd, Las Vegas, NV 89107

**Tell Them We Are Rising** explores the pivotal role historically black colleges and universities (HBCUs) have played over the course of 150 years in American history, culture, and identity. This film reveals the rich history of HBCUs and the power of higher education to transform lives and advance civil rights and equality in the face of injustice.

Event is free, but RSVP is required:

VegasPBS.org/indie

# What's Happening

PLACES TO BE. PEOPLE TO MEET. THINGS TO KNOW. IN FEBRUARY.

# NIVERSIT

### **FRIDAY, FEBRUARY 2**

**Branding: The Foundation of your Business Presented by Sumnu Marketing** 

### FRIDAY, FEBRUARY 9

**Drug Testing in Southern Nevada** Presented by ARCpoint Labs of Las Vegas

### **FRIDAY, FEBRUARY 23**

Reputation Management Presented by Five Star Economy

### How to Register:

Visit LVChamber.com and click on the Events Calendar.

Call 702.641.5822.

### THURSDAY, FEBRUARY 1

### **UNLV EXECUTIVE MBA INFORMATION SESSION**

Find out how the UNLV Executive MBA program prepares career professionals to lead with confidence. The full-service program caters to needs of business leaders so they can focus on their families, professional commitments and coursework.

6:00 - 7:00 p.m.

6

Las Vegas Metro Chamber of Commerce 575 Symphony Park Ave., Ste. 100

Complimentary to attend.

Sponsor: UNLV Lee Business School Executive MBA Program, Vegas Young Professionals

### **TUESDAY, FEBRUARY 6**

### **CHAMBER VOICES TOASTMASTERS**

Become a better speaker and a more effective presenter by joining Chamber Voices Toastmasters. Open to all members. 11:30 a.m. - 12:45 p.m.

Las Vegas Metro Chamber of Commerce 575 Symphony Park Ave., Ste. 100

\$63 every six months. Guests always complimentary.

### **TUESDAY, FEBRUARY 6**

### **CHAMBER CONNECTIONS**

Meet potential new customers and make valuable businessto-business connections! Learn effective ways to network, incorporate social media into your personal and professional branding, and establish a group of peers dedicated to helping one another grow through business relationships.

5:30 - 7:00 p.m.

Las Vegas Metro Chamber of Commerce 575 Symphony Park Ave., Ste. 100

Contact agoldberg@lvchamber.com or call 702.641.5822 for space availability and cost.

### WEDNESDAY, FEBRUARY 7

### **NEW MEMBER ORIENTATION**

Each of new member will have an opportunity to introduce themselves, connect with fellow Metro Chamber members, staff, and volunteers, and learn more about what the Metro Chamber does every day for local businesses.

11:30 a.m. - Noon: Registration, Networking & Lunch Noon - 1:30 p.m.: Program

Las Vegas Metro Chamber of Commerce 575 Symphony Park Ave., Ste. 100

Exclusive to new members of the Metro Chamber. Limited to two individuals per company.

Sponsors: America First Credit Union, Office Depot

### THURSDAY, FEBRUARY 8

### EGGS & ISSUES SPECIAL REPORT WITH THE U.S. CHAMBER OF COMMERCE

Join us as the Metro Chamber, Leadership Foundation of Greater Las Vegas, and the U.S. Chamber of Commerce Foundation highlight the economic case for high-quality early childhood education. Lucy Davidson, Program Manager, and Caitlin Codella, Senior Director of Policy & Programs with the U.S. Chamber of Commerce Foundation Center for Education and Workforce, will explain why this is an issue that matters to the business community, the ROI of quality early childhood education, and ways the business community can get

8:00 - 8:30 a.m.: Registration, Networking & Breakfast

8:30 - 9:30 a.m.: Program

The Smith Center for the Performing Arts -

Troesh Studio Theater

361 Symphony Park Ave.

\$40 - Members | \$55 - Non-members | \$400 - Table of Ten Sponsors: Allegiant Travel Company, Cox Communications, NV Energy, Porter Group, Southwest Gas, Sunrise Health System, Touro University Nevada

### **00** - VYP EVENT



### 8 | THURSDAY, FEBRUARY 8

VYP FUSION MIXER AT CUCINA BY WOLFGANG PUCK Get a bird's-eye view of the dazzling retail destination and savor the taste of real Italian cuisine all while making meaningful connections with fellow young professionals.

6:00 - 8:00 p.m.

Cucina by Wolfgang Puck (inside The Shops at Crystals) 3720 S. Las Vegas Blvd., Ste. 240

Online: \$10 - Members | \$15 - Non-members At the door: \$15 - Members | \$20 - Non-members Sponsors: Station Casinos, UnitedHealthcare, UNLV Lee Business School Executive MBA Program, Valley Electric Association, Inc.

Media Partner: Las Vegas Review-Journal Photographer: Kristina Alexis Photography

### 12 MONDAY, FEBRUARY 12

VEGAS YOUNG PROFESSIONALS TOASTMASTERS The VYP Toastmaster group is for all members to aid in the development of speaking, presentation, and leadership skills. 6:30 – 8:00 p.m.

Las Vegas Metro Chamber of Commerce 575 Symphony Park Ave., Ste. 100

Complimentary for guests \$65 to join, \$54 every 6 months.

### 13 TUESDAY, FEBRUARY 13

MORNING MINGLE

Share your love of networking! Members will have the opportunity to introduce themselves and their business, build a rapport with one another, make connections, and become part of the Metro Chamber's member network. Following, we invite you to learn about Assistance League, and its role in Southern Nevada.

7:30 - 8:00 a.m.: Registration & Networking

### 8:00 - 9:30 a.m.: Program Assistance League of Las Vegas 6446 W. Charleston Blvd.

Complimentary to attend for Metro Chamber members. Sponsors: Office Depot, Wells Fargo

### 14 WEDNESDAY, FEBRUARY 14

CHAMBER CONNECTIONS II

Meet potential new customers and make valuable business-to-business connections! Learn effective ways to network, incorporate social media into your personal and professional branding, and establish a group of peers dedicated to helping one another grow through business relationships.

5:30 - 7:00 p.m.

5:30 - 7:00 p.m.

Las Vegas Metro Chamber of Commerce 575 Symphony Park Ave., Ste. 100

Contact Istein@Ivchamber.com or call 702.641.5822 for space availability and cost.

### FRIDAY, FEBRUARY 15

15

20

28

28

FOCUS LAS VEGAS: REDUCING RECIDIVISM

What is recidivism and how does it affect our community? Why do we have overcrowded prison facilities and why did Las Vegas' recidivism rate increase? How are we promoting workforce strategies for reintegrating ex-offenders? 7:30 - 9:30 a.m.

Workforce Connections

6330 W. Charleston Blvd. Ste. 150

\$25 per person

Sponsors: Geotab, The Howard Hughes Corporation, Las Vegas Review-Journal, Nevada State Bank, Valley Electric Association, Inc.

### **20** TUESDAY, FEBRUARY 20

CHAMBER VOICES TOASTMASTERS
See February 6

### TUESDAY, FEBRUARY 20

CHAMBER CONNECTIONS
See February 6

### 26 MONDAY, FEBRUARY 26

VEGAS YOUNG PROFESSIONALS TOASTMASTERS See February 12

### **WEDNESDAY, FEBRUARY 28**

VYP BIGWIG LUNCH TIME: JONATHAN JOSSEL

Get insights and information from Jonathan Jossel, CEO of the Plaza Hotel, located in the heart of Downtown Las Vegas. Jossel will speak on the responsibilities of overseeing the recent \$35 million renovation of the property and his professional journey.

11:30 a.m. - Noon: Registration & Lunch

Noon - 1:00 p.m.: Program

Las Vegas Metro Chamber of Commerce

575 Symphony Park Ave., Ste. 100

Online: \$15 | At the Door: \$20

Presenting Sponsors: Station Casinos, UnitedHealthcare, UNLV Lee Business School Executive MBA Program, Valley Electric Association, Inc.

### **WEDNESDAY, FEBRUARY 28**

CHAMBER CONNECTIONS II

See February 14

# Member to Member

# The Home Runs and Strikeouts of the Tax Cuts and Jobs Act

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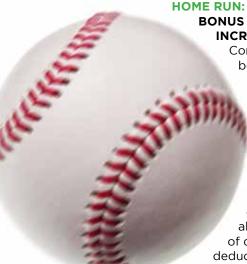
his month may be the start of spring training for baseball, but it is also a vital time for anyone with a new playbook for the coming season, including businesses in Southern Nevada. Many are now wondering if they will end up as a winner or a loser

when the new tax laws in the Tax Cuts and Jobs Act (TCJA) go into effect for the 2018 tax year. Tax advisors and their clients are now not only working on 2017's tax returns, but are also strategizing about their tax plan for 2018 in order to lower their tax liability. Here are several new tax laws that will be particularly impactful for local businesses:

### **HOME RUN:**

### LOWER TAX RATES FOR CORPORATE AMERICA

The first and most prominent pro-business change is the immediate reduction (for the 2018 tax year) to a corporate tax rate of a flat 21 percent. Previously, corporations were subject to tax rates of 15-35 percent, depending on the amount of taxable income. However, changes to personal tax rates will have the most impact since most business owners operate within the pass-through entities arena as a partnership, LLC or S-Corporation, including sole proprietorships.



### BONUS DEPRECIATION INCREASES

Companies who have been waiting to invest in new equipment or technology, rejoice!

This is your year to purchase new equipment and technology with the aggressive depreciation provisions. The changing rules allow for 100 percent of qualified property deductible in the first year

of service. This provision now applies to new and used property acquired after September 27, 2017 and before January 1, 2023. This can even be true for companies with taxable losses, creating an operating loss that partially offsets other income. However, be aware that you should consult with your tax advisor since there are numerous operating loss carryover requirements if you utilize this deduction.

In addition to the 100 percent bonus depreciation changes for part of 2017, TCJA changes Section 179 deductions to allow for property placed in service in tax years beginning after December 31, 2017 to be expensed up to \$1 million, and the phase-out threshold amount is increased to \$2.5 million. There are also several changes in depreciable lives for real estate activities.

### **HOME RUN:**

### STANDARD DEDUCTION INCREASE

With many companies structured as a flow-through entity, business and personal taxes will affect each in a variety of ways. The TCJA increases the standard deduction for personal taxes to \$24,000 for married filers in 2018. Consequently, itemized deductions for real estate taxes, mortgage interest, and charitable giving may not lower an individual's tax liability as it did in prior years. If a couple is close to the \$24,000 deduction threshold, they should plan carefully with a tax advisor for cross-year planning options that may maximize tax deductions.

### **HOME RUN:**

### **NEW DEDUCTION FOR QUALIFIED BUSINESS INCOME**

Under pre-TCJA law, there was no special deduction for qualified business income (QBI). Now, there is a new deduction for non-corporate taxpayers for qualified business income. The deduction, also known as the "pass-through deduction," reduces individual taxable income, rather than adjusted gross income, and is available to taxpayers who take the standard deduction. In general, the deduction cannot exceed 20 percent of the excess of the taxpayer's taxable income over net capital gain and is limited to approximately \$315,000 of income. This could be a good deduction for many small businesses starting in 2018.



### OUT-OF-STATE BUSINESSES MAY PAY TWICE

If a Nevada resident also pays taxes in another state (i.e. has multiple locations in states with income tax), they may experience a tax benefit loss resulting from less tax deductions available on personal tax returns as itemized deductions.

Careful coordination is needed related to another negative effect: the slashing of combined allowable real estate and state income tax deduction. The combined deduction is \$10,000 and will need proactive tax planning to allow investment pass-through items that may report to individuals. Without careful consideration, this might result in an unusual loss of tax benefits for taxpayers who have income in another state. Beware of excess real estate tax payments for the following years, since the taxing authorities are already on alert for possible abusive deductions.

Pass-through state tax income deductions could further be effected, so stay tuned for clarification.

### **STRIKE TWO:**

### OFFICE PERKS TAKE A HIT

Company events and employee-required meals, which were previously 100 percent deductible, are now reduced to 50 percent. Organizations that have made employee cafeterias or regular meals an office perk will take a hit with this new law. In addition, entertainment expenses are now entirely not deductible.

### **STRIKE THREE:**

### **ENTITY SELECTION AND TAX STRUCTURE**

With the corporate tax rates reduced to 21 percent, many businesses may consider becoming a C-corp instead of the more common LLC or S-corp. Keep in mind that the C-corp structure still has double-tax exposure because of dissolution factors and non-deductible dividends. When planning possible scenarios, remember that the combined ending tax rates are just

above
the
highest
individual
tax rates, so new
businesses should
consider carefully before
choosing their desired entity
type. Advertised tax rates
are not the only thing to take into
consideration regarding the best model
for your business.

### **GAME PLAN**

Local business owners will need to plan with their CPA for all possible scenarios they will face under the Tax Act so they can take advantage of some complex provisions and coordinate the timing of deductions. With the right game plan and knowledge of the new tax laws, businesses can knock it out of the park in 2018!



By Scott Taylor, CPA
Shareholder, Piercy Bowler Taylor & Kern,
the largest locally owned accounting firm
in Las Vegas, now with offices in Reno
and Salt Lake City. For more information,
contact Scott Taylor at staylor@pbtk.
com with any questions about tax
planning or preparation strategies.

# President's Club

### (B) John Guedry

### CEO - Bank of Nevada

John Guedry has 35 years of experience in financial services and related industries in Nevada. Now CEO, Guedry joined Bank of Nevada in 2011, serving as both president and chief operating officer. Prior to joining Bank of Nevada, he was CEO and president of Business Bank of Nevada until it was purchased by City National Bank in 2007, where he remained as executive vice president. Active in a number of civic endeavors, Guedry serves as a board member of the UNLV Foundation and the Las Vegas Bowl, is an executive committee member for the Public Education Foundation, and a past chairman of the Metro Chamber.

### (A) Paolo Tiramani CEO - 500 Group

Paolo Tiramani is CEO of 500 Group, an intellectual property investment and development company with diverse holdings in traditional, digital, and intellectual assets. 500 Group focuses on new technologies which can be protected by patents. In 2017, 500 Group moved operations to Nevada for its superior tax and business climate. 500 Group investments in Nevada include The Paolo Tiramani Foundation; Supercar System, a powersports recreational product operated out of its 20,000 square-foot facility at the Las Vegas Motor Speedway; and Boxabl, a revolutionary construction technology slated for factory production in Apex or similar.





# C



# (D) Tina Quigley General Manager Regional Transportation Commission of Southern Nevada

As the general manager of the Regional Transportation Commission (RTC) of Southern Nevada, Tina Quigley shares her passion and vision for Southern Nevada through her oversight of roadway planning and funding, freeway and traffic management, and public transportation. Under her strong leadership and collaborative spirit, the RTC is working to enhance transportation infrastructure and improve workforce mobility and transit accessibility, which will help diversify our economy and attract new businesses to Southern Nevada.

### (C) Scott Howard

### **President - Commercial Roofers**

Scott Howard is a third-generation roofer and contractor whose family business, Howards Roofing, has served Las Vegas since 1959. Howard is Chairman of City Impact Foundation, Las Vegas and is Board Treasurer of the international aid organization Convoy of Hope. He is a 1995 graduate of the Leadership Las Vegas program, and has served as a Regent/Trustee for his alma mater Oral Roberts University in Tulsa, as well as Board positions for the Desert Southwest Chapter of the National Multiple Sclerosis Society and other non-profit and community service organizations.

# Spotlights

### (E) Thomas Husted

### **CEO - Valley Electric Association**

Thomas Husted has served as chief executive officer of Valley Electric Association for more than a decade. During that time, Husted has led the Pahrump, Nev., cooperative to its position as one of the fastest growing co-ops in the country. Valley's service area covers more than 6,800 square-miles of rural Nevada and parts of California and includes 24,000 meters with 2,200 miles of distribution and 360 miles of transmission lines. Husted has more than 34 years of experience in the utility industry across the West, including more than 25 years as a CEO.



### (F) Kim Sonerholm

### Senior Vice President of Sales, Account Management and Marketing - UnitedHealthcare

Kim Sonerholm started working for Sierra Health Services 24 years ago, prior to its merger with UnitedHealth Group, working in provider and network relations, customer service, and in an administrative capacity at Southwest Medical Associates. Dedicated to helping people nationwide live healthier lives by simplifying the health care experience, UnitedHealthcare is Nevada's largest health insurer offering health coverage through Health Plan of Nevada, Sierra Health and Life, Senior Dimension, and Medicare Complete.

### (G) Stefan Gastager

### President - Hofbrauhaus Las Vegas

Stefan Gastager visited Las Vegas in 2000 and decided to introduce high-quality Bavarian food, premium beer, and coziness - "Gemütlichkeit" - to the country at a location that would appeal to tourists and locals. Partners Klaus Gastager, Franz Krondorfer, and Anton Sinzger spent three years making Hofbrauhaus a reality. They have created an authentic replica of the Munich Hofbräuhaus that was originally commissioned in 1589 by King William V.



### (H) John Cannito

### Chief Operating Officer - The PENTA Building Group

With the firm since 2004, John Cannito is the Chief Operating Officer for The PENTA Building Group. He has worked in the commercial construction industry for over 24 years, 19 of those specific to Las Vegas. Boards he currently serves on include Las Vegas Global Economic Alliance (LVGEA), Opportunity Village Arc Board, and Junior Achievement. John is married to Lisa Cannito. They have four children together: Anna, Grace, Maddie, and Sarah.



PRESIDENT'S CLUB:

# Thomas & Mack Development Group thomas-mack.com

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Lincoln Financial Group
M & K Enterprises
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Mobilesoft
Paul Padda Law, PLLC
Paychex

Penske Truck Leasing
Preferred Credit Inc.
Shepherd Eye Center
SKC Group, LLC
The Siretskiy Organization
TEC Equipment Inc.
Timely Testing Ltd.

Members joined from December 15, 2017 to January 15, 2018



## They Happen. Be Ready.

The Metro Chamber's new workers' compensation plan through First Choice Casualty Insurance Company gives you peace of mind that your business is covered and you're receiving member-exclusive competitive rates.

- Five percent discount on First Choice base rate for Metro Chamber members
  - Most industries eligible for coverage
  - Safety planning and loss control oriented services
    - Online bill payment
    - Online access to claims information

For more information or to get a quote today, visit ChamberlB.com or call 702.586.3889.







# Member News

**RED** - PRESIDENT'S CLUB MEMBER



### **Upcoming Events**

**Nevada Ballet Theatre** presents "Beauty and the Beast" February 17, at 2:00 p.m. and 7:30 p.m., and Sunday, February 18, at 2:00 p.m. at **The Smith Center for the Performing Arts**. For tickets or more information, visit nevadaballet.org.

Mondays Dark is hosting an event to benefit **St. Jude's Ranch for Children** on Monday, February 5, from 8:00 - 10:00 p.m., at The Space. All proceeds from the event, which will include cocktails and surprise entertainers and performers, will go to benefit abused and neglected children in Southern Nevada. For more information, visit stjudesranch.org.

**United Way of Southern Nevada's** Women's Leadership Council (WLC) will host its 10th Annual Luncheon Fashion Show at **Bellagio Las Vegas** on Friday, March 2, from 11:00 a.m. to 1:30 p.m. The event will recognize the WLC's impact in the community and women community leaders who demonstrate a commitment to improving Southern Nevada. In Southern Nevada, the WLC has raised more than \$2 million in just ten years, investing their dollars in critical projects which are changing lives. For more information, visit uwsn.org/wlc.

### **Announcements**



**Nathan Adelson Hospice** hired Karmella Bognot as an occupational therapist for the center. This marks the first time in Southern Nevada that a hospice is offering the full-time services of an occupational therapist.

**Nevada Public Radio** elected two new officers to its board of directors, Daniel W. Hamilton and Renee Yackira. Hamilton is the fourth dean of the **University of Nevada, Las Vegas** (UNLV) William S. Boyd School of Law and Yackira is a licensed attorney in the state of Nevada, serving much of her career as counsel, policy, and political strategist in the public sector.



Dani Eaton, tax senior sssociate, and Tingting Wong, audit senior associate at **Piercy Bowler Taylor & Kern**, have earned their respective Certified Public Accountant designations.



**Gerety & Associates, CPAs**, announced that Irene M. Wandtke, CPA, is now a shareholder with the firm. Wandtke has been with the office for ten years.

The Las Vegas Metro Chamber of Commerce is proud to provide members with a place to publish their current announcements as a benefit of membership. Email news items to **pr@lvchamber.com** or fax to Public Relations at 702.735.0320.

### **Community Service**

**SilverSummit Healthplan** held a food drive in partnership with the **Vegas Golden Knights** to benefit **Three Square Food Bank**. The drive garnered 2,275 pounds of food which equals 1,896 meals for families in need.

**Nevada State Bank** celebrated its 58th anniversary and "Best in the State" win by dropping off 41 bikes and hundreds of toys to the 19th annual 98.5 KLUC Chet Buchanan Show Toy Drive.

The Wynn Las Vegas Angels, made up of chefs and volunteers from the **Wynn Las Vegas**, brought a holiday dinner, smiles and a 14-foot holiday tree to the Adult Day Care Centers of Las Vegas and Henderson.

Cancer survivor Jessica Gaylor and Meadows School senior Samantha Seiff visited the **Comprehensive Cancer Centers of Nevada's** (CCCN) Henderson Treatment Center to sing holiday tunes to patients undergoing chemotherapy.

**Dignity Health-St. Rose Dominican** made \$364,332 in grant awards to seven nonprofit collaborations in Henderson and Las Vegas. St. Rose has awarded grants to community programs for more than 20 years.

Within the heart of the Las Vegas Medical District, an intersection of two streets renamed during the last year has taken on special meaning following the One October shooting. The intersection of Wellness Way and Hope Place now stands as a symbol of the extraordinary life-saving work performed at UMC, Valley Hospital and other nearby medical facilities.

### Congratulations

**Three Square Food Bank** was recently awarded a grant from The Kroger Co. Foundation in the amount of \$50,000. The donation, equivalent to 150,000 meals, will help the one in seven Southern Nevadans who struggle with hunger.

### Wheeling & Dealing

Clark County Credit Union (CCCU) hit a record \$700 million in assets for the first time in its more than 65-year history.

**Commercial Executives Real Estate Services** represented Beltway One Development Group, LLC in the leasing of 2,367 square-feet of office space located at 9127 W. Russell Road, Suite 230. The lease is valued at \$358,188.



Sponsoring a Metro Chamber program or event gives your business opportunities to be seen to the Southern Nevada business community. Metro Chamber program sponsorships fit a variety of business sizes, industries, and budgets.

For more information on a sponsorship package, contact Shelly Harris at **702.586.3859** or **sharris@lvchamber.com** today.

LVChamber.com

# Ribbon Cuttings

PC - President's Club \$ - Chamber Member Discount



### PC - CULICHITOWN

CulichiTown, the popular California restaurant, announced its newest location in the Fiesta Rancho Hotel & Casino. Lunch and dinner are served with Japanese and Mexican specialties in the style of Culichi, using culinary techniques from Sinaloa, Mexico, where seafood is a principal ingredient. Call 702.631.7000 or visit fiestarancho.sclv.com.



### PC - OFFICE DEPOT

Office Depot, located at 2837 S. Maryland Pkwy., celebrated its newly remodeled store. Metro Chamber members can also save up to 70 percent on office supplies, copy and print services, technology, green products, and more through its Office Depot affinity partner program. Call 702.732.4244 or visit business.officedepot.com.



### **MAKERS & FINDERS**

Makers & Finders opened its second location in Downtown Summerlin. The team was joined by Clark County Commissioner Susan Brager, representatives from The Howard Hughes Corporation, the offices of U.S. Senator Cortez Masto, U.S. Congresswoman Rosen, Lt. Governor Hutchinson, and more. Visit makersly.com.



### SOUTHWESTERN MANAGEMENT AND REALTY TEAM

Southwestern Management and Realty Team (SMART) commemorated its grand re-opening and 10 years in business. SMART offers professional and efficient residential property management services in the Las Vegas Valley at a fair price, along with open and honest communication. Call 702.750.9725 or visit managevegas.com.



### PGA TOUR SUPERSTORE

As the PGA TOUR's exclusive retail partner, customers have access to the same technology and expertise that TOUR Pros use. All stores are staffed with teaching professionals and have state-of-the-art technology and in-house club making, as well as a repair facility. Visit pgatoursuperstore.com.



### PREFERRED CREDIT, INC.

Preferred Credit, Inc. proudly announced the grand opening of its Las Vegas center, located at 6970 W. Patrick Ln. Its headquarters in Minnesota have been in business since 1982, providing financing to the direct-sales industry nationwide. Learn more at PreferredCredit.com.

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# Member to Member

# ls Your Business Prepare

ecent times have shown that natural disasters occur with little to no notice, and will continue to do so. In 2017, we suffered through

hurricanes, earthquakes, raging fires in California, and even criminallycaused disasters like the horrific shooting on the Las Vegas Strip.

If your business isn't prepared for a disaster, you're at risk and could find yourself with a crippling long-term outage, or even critical data that is lost forever.

This article will help ensure your business is able to respond to and recover from the devastating effects of a natural disaster. And while Southern Nevada is fortunate to be devoid of most natural disasters like hurricanes and tornadoes, these concepts apply to more common disasters including fire, theft, and flooding of your office due to plumbing disasters.

Preparing for a natural disaster begins with creating a comprehensive disaster recovery (DR) plan. It's not difficult to find a good disaster recovery template to work from, and the goal of DR planning is simple – to decide upon the actions you'll take in the event of a disaster ahead of time, rather than trying to figure it out in the heat of a crisis. A good DR plan is a well-structured document that's easy to understand and follow, so you can restore business functionality as quickly as possible. Additional objectives include:

- Ensure all employees fully understand their duties when a DR plan is invoked.
- Ensure operational policies will be followed when a DR plan is invoked.
- Ensure contingency arrangements are cost-effective.
- Understand the DR capabilities of key customers, vendors, and any other organizations your business relies on.

A disaster is stressful enough without having to figure out what you're going to do about all of your business commitments, including those to your clients, vendors, and employees. A good DR plan relies heavily on participation from your information technology (IT) department, but should be overseen and driven by the operations department. Some of the key elements include:

- Key personnel contact information, and notification call tree.
- External contacts, including the property owner, power company, telecom carrier, etc.
- A communication plan for employees, customers, vendors, and other key organizations you rely upon.
- A plan for engaging with the media to ensure accurate communication, while avoiding unnecessary adverse publicity.
- An alternate place for employees



# d for a Natural Disaster!

to work if the primary place of business is unusable.

- A schedule to regularly review and update the plan; DR plans can become out of date quickly.
- Plan document storage; since the nature of a disaster is hard to anticipate, typically a hard copy and an electronic copy on CD are stored in a secure location, as well as given to each member of senior management to be filed at home.

Of course, IT plays a prominent role in DR planning. The IT department should be able to provide to management both the recovery point objective (RPO) and the recovery time objective (RTO). RPO refers to the maximum period in which data might be lost due to a major incident, while RTO refers to the targeted duration of time within which a business process will be restored after a disaster. IT must test their backup systems to ensure their contingency plans work

and are realistic. By understanding the risks and actual time frames to recover from a disaster, businesses can make well-informed decisions on the amount of money they want to spend to mitigate the appropriate level of risk.

Cloud technologies offer incredibly effective, low cost options for disaster recovery. Microsoft Azure, for instance, offers Azure Site Recovery, whereby your critical systems can be up and running in a matter of hours in a data center outside of your geographical location.

Small businesses tend to overlook the full impact that loss of data from a natural disaster can have. Carbonite, commissioning Wakefield Research, conducted a survey of small businesses in New York, New Jersey, and Connecticut one year after Hurricane Sandy had discovered that *two-thirds still had not created a disaster plan*. The survey also revealed that, on

average, businesses lose \$2,976 per day if they are unable to conduct business due to data loss.

According to datarecovery.com, loss of data for a business may not be covered by their insurance policy. Newer policies especially have started implementing clauses that exclude data recovery services.

As the saying goes, "an ounce of prevention is worth a pound of cure." No business is too small to create a good and effective disaster recovery plan; it's all about right-sizing the plan for your business.



By **Jeff Grace**, CEO of NetEffect, an Information Technology support company serving businesses throughout Southern Nevada.

For more information, visit neteffect. com or call 702.318.7700.



# Know the Numbers

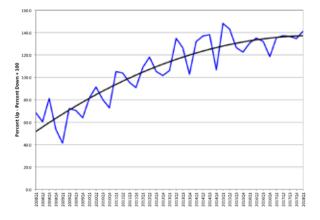
# CBER Releases Q1 Southern Nevada Business Confidence Index

The Southern Nevada Business Confidence Index, constructed by the Center for Business and Economic Research (CBER) at UNLV's Lee Business School, increased by 4.7 percent from 134.7 in Q4 2017 to 141.1 in Q1 2018. This follows two consecutive quarters of decline. The Index, by remaining above 100, suggests that respondents felt more positive than negative about the five components of the Index: general economic conditions in Nevada, sales, profits, hiring, and capital expenditure.

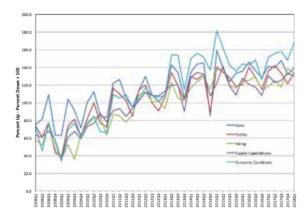
Among these five components, values for hiring and capital expenditures experienced losses, but values for sales, profits, and economic conditions improved from Q4 2017. Respondents also expressed optimism on both Southern Nevada and U.S. economic conditions, with the score for Nevada economic conditions climbing 11.1 percent and the score for U.S. economic conditions remaining unchanged from 2017. For Nevada's economy, more than 77 percent of respondents forecasted a better economy, and nearly 65 percent of respondents forecasted a better U.S. economy.

Expectations for sales rose by 5.6 percent, and expectations for profits rose by 10.5 percent. Expectations for hiring were more conservative, with 45.2 percent of respondents predicting an increase in hiring in their respective industries, with 11.8 percent expecting a decrease. 43 percent expressed no expectation for change in hiring climate within their industries. In addition, positive expectations for both home prices and construction activity contributed to overall optimism for both Southern Nevada and the U.S.

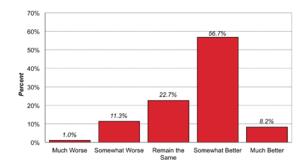
For more information and the complete analysis, please visit cber.unlv.edu or call CBER at 702.895.3191.



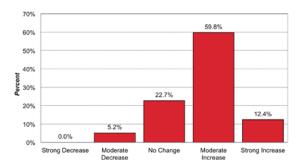
CBER's Business Confidence Index increased for the first quarter of 2018, which may reflect seasonality as well as the anticipated tax reform.



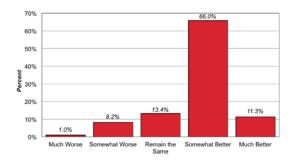
All five components of CBER's composite index remained well above 100 for the first quarter of 2018.



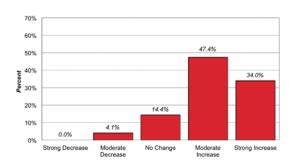
How do you think economic conditions in the U.S. will change in the coming quarter compared to the current quarter.



How do you think home prices in Southern Nevada will change in the coming quarter compared to the current quarter?



How do you think the economic conditions in Nevada will change in the coming quarter compared to the current quarter?



How do you think construction activity in Southern Nevada will change in the coming quarter compared to the current quarter?

All figures courtesy of CBER.

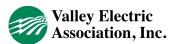
# Vegas Young Professionals

# Presenting Sponsors









# Upcoming Events

THURSDAY, FEBRUARY 1 UNLV EXECUTIVE MBA INFORMATION SESSION 6:00 p.m.

### THURSDAY, FEBRUARY 8 FUSION MIXER

at Cucina by Wolfgang Puck 6:00 p.m.

### WEDNESDAY, FEBRUARY 28 BIGWIG LUNCH TIME

with Jonathan Jossel, CEO, Plaza Hotel

Register online at VegasYP.com



The mission of Vegas Young Professionals is to connect its members with other young professionals, professional development opportunities, and the broader Las Vegas community. As a VYP member, you have already made a commitment to this organization, whether you've attended a Fusion Mixer, a Bigwig Lunch Time, or sat on one of VYP's many committees. Thank you for your support of this program and your role in making it the premier young professionals organization in Nevada.

In addition to general VYP membership, VYP is excited to announce the launch of our VYP+ Membership. VYP+ is a \$50 annual membership level for young professionals who are looking for more connections and a more opportunities to plug in to the VYP network.

As a VYP+ member, you'll have access to:

· The VYP database, an online

- resource available to you to stay connected with other VYP+ members, update your personal information, and register for all VYP events
- An easier registration platform that securely stores your information for a more efficient process
- Special pricing, as well as exclusive advanced notice and priority registration access, for all events, including Fusion Mixers, Bigwig Lunch Times, Community Conversations and VYP Excursions
- More opportunities to develop relationships to VYP and the broader business community through VYP committees, which helps to expand your leadership capacity and professional development skills

The new VYP+ program rolled out on January 26, at Preview Las Vegas. If you are a current member of VYP, you can become a VYP+ member by logging in to the VYP portal with your login credentials and paying online





### -usion Mixer

 $(\alpha)$ 

MANDARIN ORIENTAL TEA LOUNGE









Vegas Young Professionals welcomed 2018 with its first fusion mixer of the year at the Mandarin Oriental Tea Lounge. Guests took in views of the Las Vegas Strip, creative cocktails, and new relationship-building opportunities to jump start a successful new year.

at vegasyp.com. You can access your login credentials by contacting Danica Torchin, VYP Coordinator, at dtorchin@lvchamber.com. If you currently sit on a VYP Committee or are involved in VYP Toastmasters, you will have two options to retain your status on the committee. You can join VYP+ and have access to the membership benefits or pay an annual \$25 administrative fee and be listed as a general member. If you have any questions about VYP+

membership, please contact Danica Torchin for more information about VYP membership.

VYP is here to connect you to the opportunities you need as a young professional to develop and grow. We will continue to have monthly Fusion Mixers, as well as our host of professional development programs, including the Bigwig Lunch Times and Community Conversations events. We thank you for your



membership in VYP and hope to continue to see you at upcoming events and programs in 2018 as a VYP+ member.

If you have any questions about the new VYP membership structure, please contact Danica Torchin, VYP Coordinator, at dtorchin@lvchamber.com, or call 702.586.3834.

# The Final Word

### JANUARY ACCOMPLISHMENTS

anuary is always a busy month for the Metro Chamber. In addition to kicking off a new year with a new President and CEO and a new Chairman of the Board, the Metro Chamber held the signature business networking and information conference in Southern Nevada, Preview Las Vegas, and began work on a productive and active year for Southern

Nevada's business community. Here are just a few things the Metro Chamber did for you in January:

- Welcomed the business community to Preview Las Vegas 2018 at the Thomas and Mack Center, where nearly 2,000 attendees connected with one another on the exhibit floor and heard from business experts including Anjali Kumar from Cheddar, Paul Anderson with the Governor's Office of Economic Development, Rossi Ralenkotter of the Las Vegas Convention and Visitors Authority, Dr. Robert Lang and Dr. John Hudak at Brookings Mountain West and the Brookings Institution, and Mike PeQueen and John Retrepo of the Stat Pack Live on how to level up in 2018.
- Sponsored the City of Las Vegas State of the City Reception, presented by Mayor Carolyn Goodman and co-sponsored the City of North Las Vegas State of the City, presented by North Las Vegas Mayor John Lee.
- Launched Access Las Vegas, a two-day program designed to give senior-level executives who are new to Las Vegas or recently promoted access to the information they need to know about the community to be an effective leader.
- Kicked off the New Year with mingling and making new connections at the Vegas Young Professionals' first Fusion Mixer of the year, inside the Mandarin Oriental Tea Lounge.
- Convened the first Southern Nevada Forum of 2018 at City Hall, where business leaders, Southern Nevada legislators, and community stakeholders gathered to determine the priorities for the 2019 legislative session.
- Discussed the ways Las Vegas is becoming a stand-out city for innovation and heard from representatives from Apple, the City of Las Vegas, and UNLV during the VYP Community Conversations event, held at the Fashion Show Mall.
- Received updates on how the Chamber's government affairs team
  is advocating for members and the business community at the local,
  state, and federal levels during the Paul Call.





Heard from the Chamber's new President & CEO, Mary Beth Sewald, on the ways the Metro Chamber is supporting its members, as well as how the Chamber can provide members with resources to help them grow and thrive, during the Chamber Call.

 Celebrated member milestones with ribbon cutting ceremonies, including the grand opening of ChiAm Restaurant at the Boulevard Mall, the opening of Med Express, and New Image Contracting, among others.



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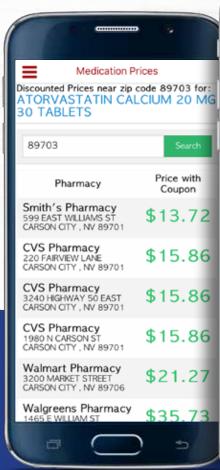
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FEBRUARY 2018





**Early Childhood Education** 

**Thursday, February 8** 

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702.641.5822 or LVChamber.com